

1208 POINSETTIA DRIVE  
WEST HOLLYWOOD, CA 90046

A RENOVATED SPANISH DUPLEX ON A  $\pm$ 5,858 SF LOT





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**1208**  
Poinsettia Drive

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1208 Poinsettia Drive  
West Hollywood, CA

## PROPERTY OVERVIEW

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## PROPERTY OVERVIEW

True North CRE of Compass Commercial, and Marc Hernandez of Compass, are pleased to present the exclusive opportunity to acquire **1208 Poinsettia Drive**, a Spanish-style duplex located in one of West Hollywood's most desirable residential pockets. Situated on a tree-lined street the property consists of a **renovated two-story 3-bedroom/3-bath residence** and a **charming 2-bedroom/2-bath unit**, offering an exceptional **owner-user opportunity with meaningful rental upside**. The building encompasses approximately **3,042 square feet** on a **±5,858 square foot lot**.

The property has been thoughtfully reimagined with elevated finishes and refined attention to detail. The expansive main residence spans two levels and features:

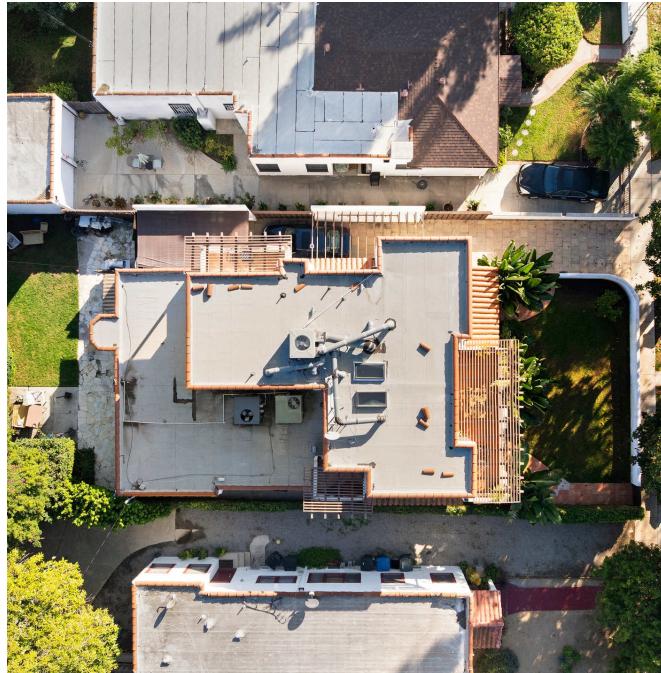
- Three large **en-suite bedrooms** with high ceilings and generous closet space
- A substantial **covered terrace** extending across the upper façade, plus two private balconies
- Elegant Spanish architectural elements, including **arched openings, casement windows**, and a **Batch elder-style fireplace**
- A formal dining room and spacious living room
- A chef's kitchen with **Carrera marble**, stainless steel appliances, and granite counters
- A flexible **office/den/bedroom** on the lower level
- **Dual-zone HVAC** for year-round comfort

The second unit mirrors the charm and craftsmanship of the main home, featuring dark oak flooring, coved ceilings, a cozy living room fireplace, and an inviting kitchen with Carrera marble, stainless steel appliances, and terra-cotta tile flooring. Each unit offers **in-unit laundry** and central heat and air.

### Site & Exterior Features

The exterior is serene and thoughtfully designed, with manicured landscaping, mature foliage, and intentional hard scape elements. The property includes **parking for four vehicles**, two of which are covered. The site provides exceptional privacy and a rare sense of tranquility in an urban setting.





## PROPERTY HIGHLIGHTS

- **Prime West Hollywood location** on a quiet, tree-lined residential street
- **Beautifully renovated** Spanish duplex with architectural integrity
- **3-bedroom/3-bath main residence** + 2-bedroom/2-bath secondary residence
- Significant **rental upside** and value-add potential
- **Manicured landscaping** and premium outdoor spaces
- **4 parking spaces**, including 2 covered
- High **Walk Score (92)**—steps from dining, shopping, entertainment
- Excellent connectivity to major job centers and regional transit

- **\$2,100,000**  
Price
- **2**  
Units
- **\$1,050,000**  
Price/Unit
- **3,042 SF**  
Building Size
- **5,858 SF**  
Lot Size
- **\$690**  
Price/SF
- **1924**  
Year Built
- **WDR1B\***  
Zoning
- **5531-006-014**  
APN



1208 Poinsettia Drive  
West Hollywood, CA

## PROPERTY PHOTOS

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**1208**  
Poinsettia Drive



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1208

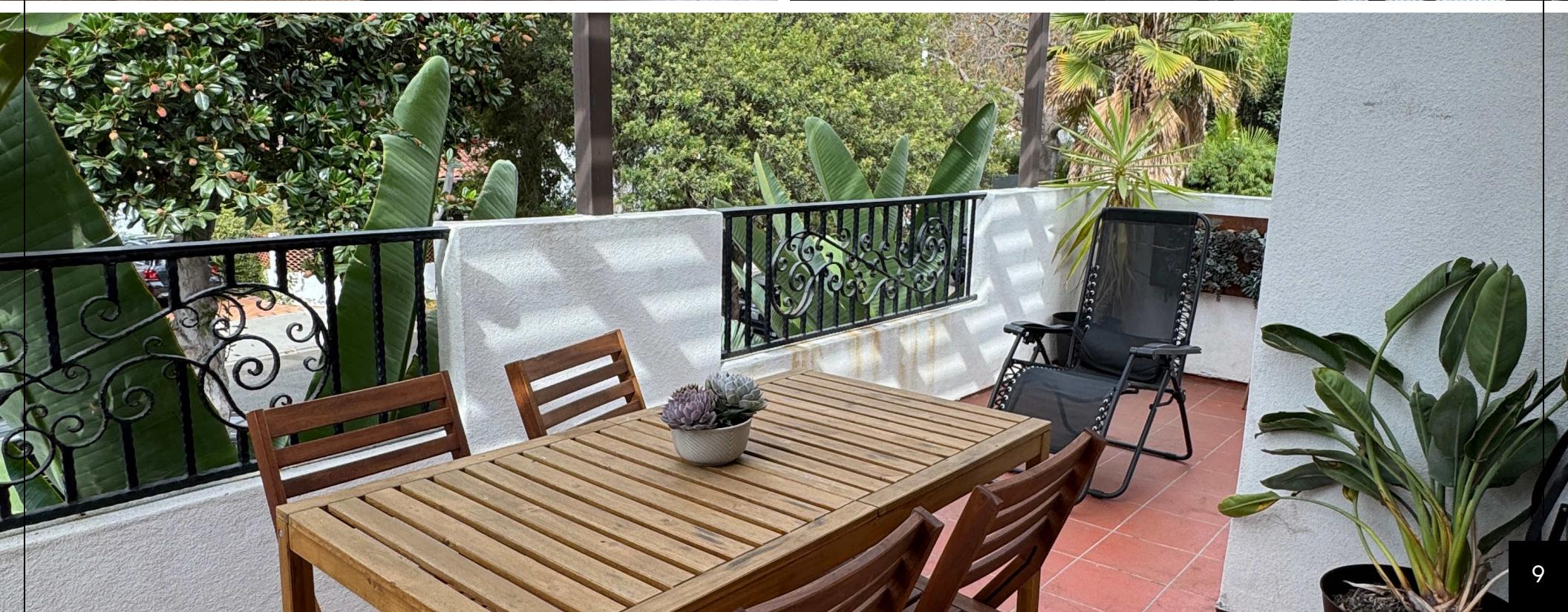
Poinsettia Drive



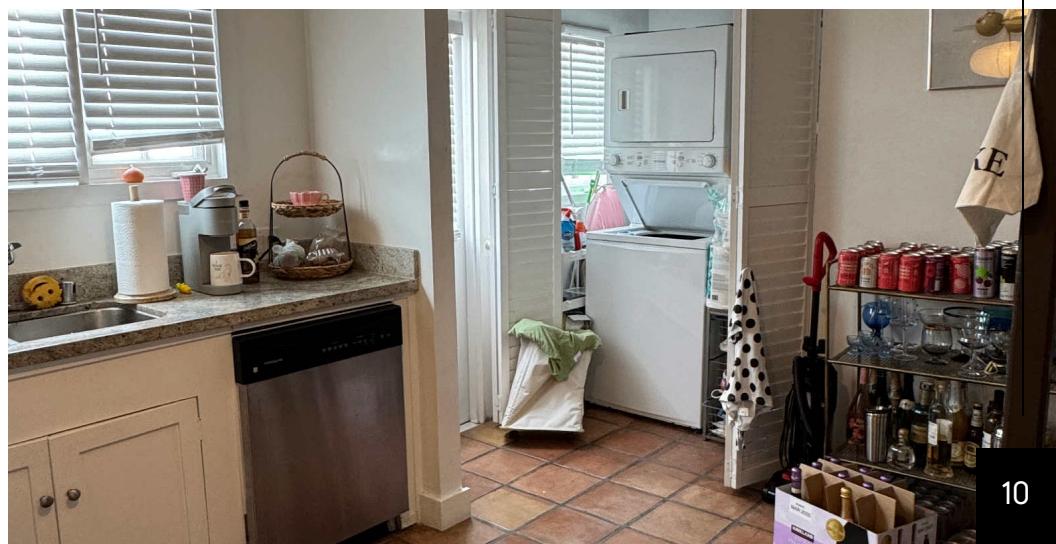
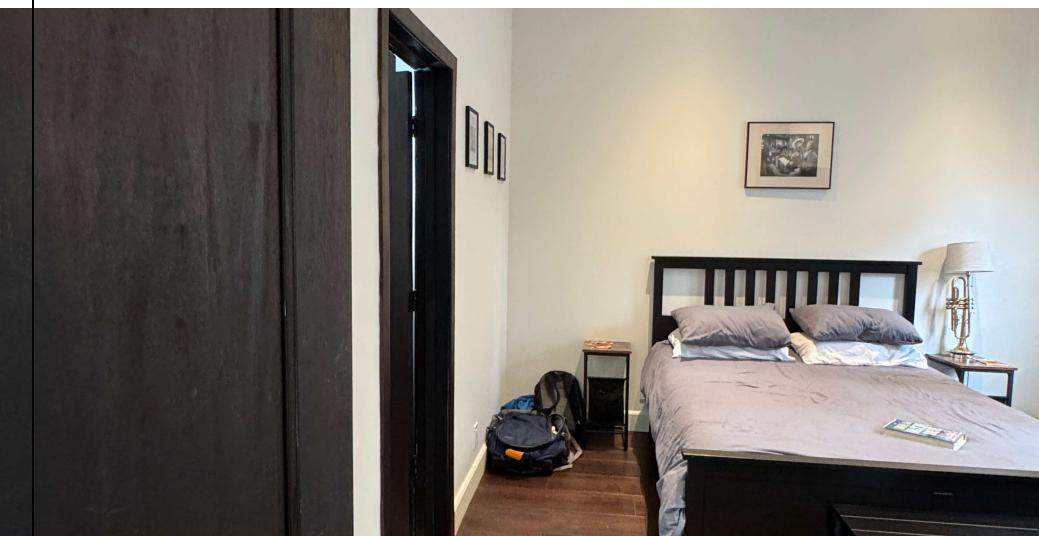
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1208  
Poinsettia Drive

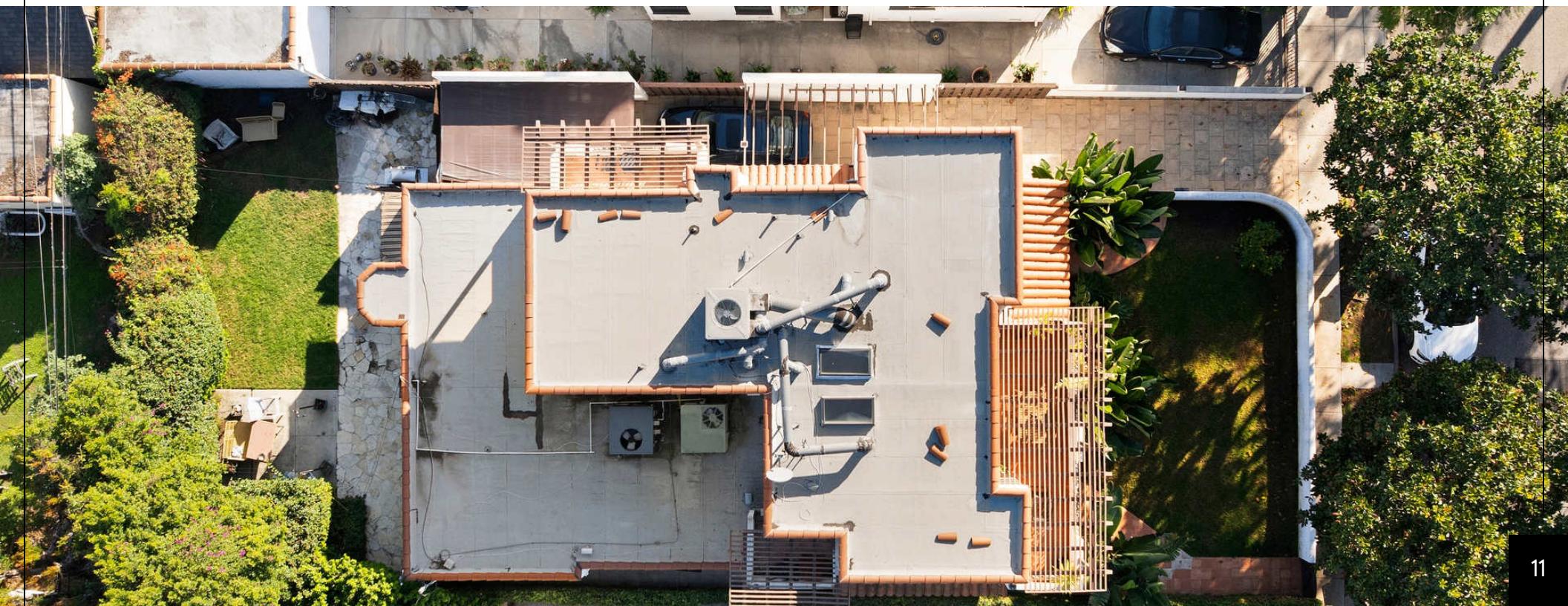
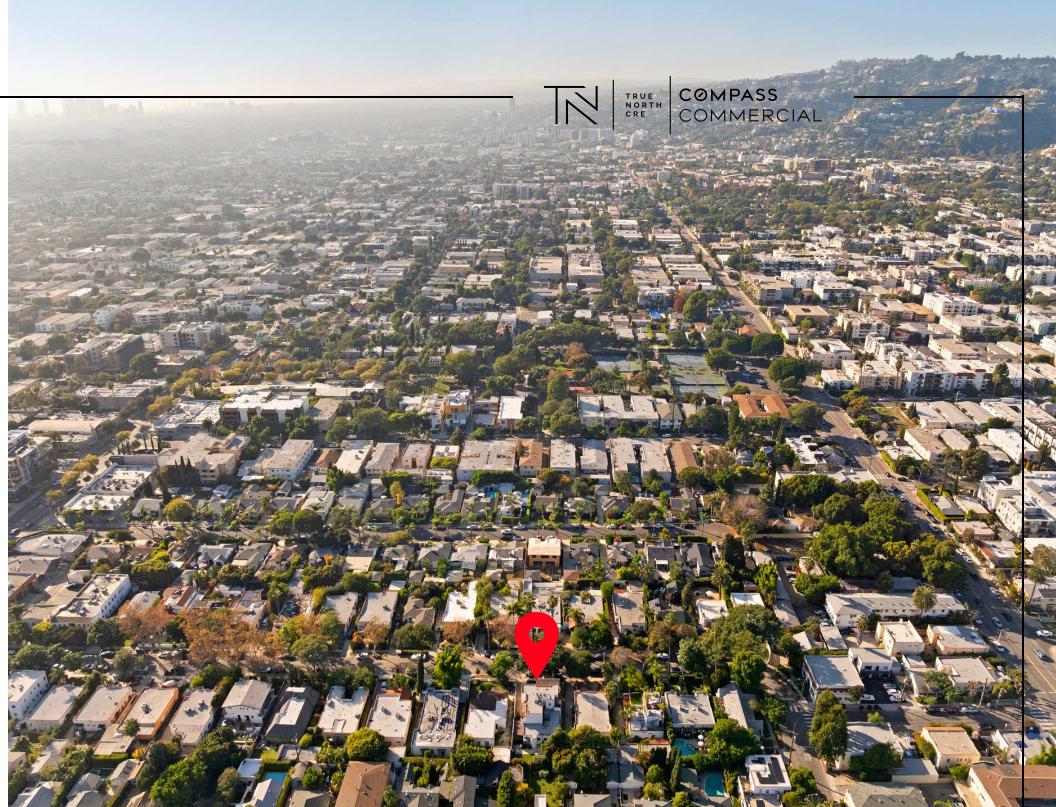
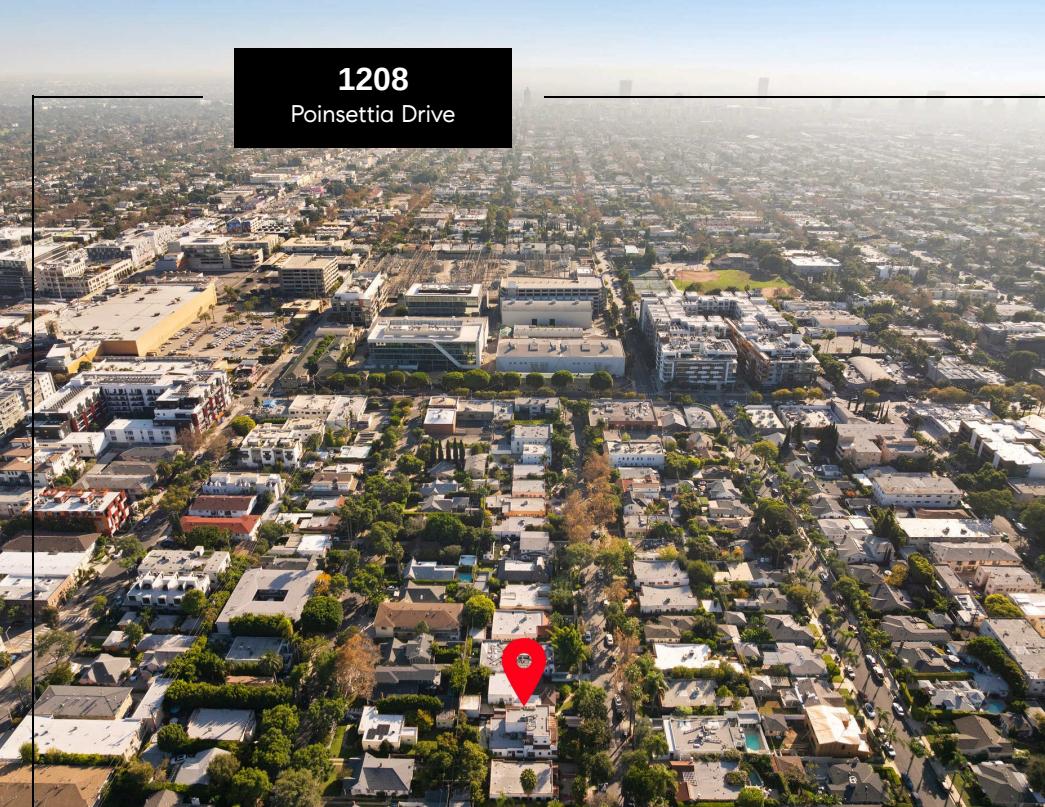


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POINSETTIA DRIVE  
WEST HOLLYWOOD, CA



POINSETTIA DR



1208 Poinsettia Drive  
West Hollywood, CA

## MARKET OVERVIEW

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## NEIGHBORHOOD OVERVIEW

### West Hollywood – A Vibrant Urban Oasis in Los Angeles

Located in the heart of Los Angeles, West Hollywood offers an unparalleled opportunity for multifamily investors seeking a blend of urban excitement and residential tranquility. Known for its dynamic cultural scene and vibrant nightlife, West Hollywood is a magnet for entertainment and creative industries, making it one of the most sought-after rental markets in Southern California.

Strategically positioned near major employment centers such as Downtown Los Angeles, the San Fernando Valley, and Silicon Beach, West Hollywood is home to a diverse array of businesses and industries. The area is well-served by public transportation, including access to the 10 and 405 freeways, multiple subway stations, and LAX, ensuring seamless connectivity throughout the region.

The community itself is a vibrant mix of residential charm and urban convenience. With a high Walk Score of 92, residents enjoy easy access to a plethora of dining, shopping, and entertainment options. Iconic destinations such as the Sunset Strip, Chateau Marmont, and Melrose Trading Post are just steps away, offering a unique blend of culture and lifestyle.

West Hollywood's demographics reflect a highly educated and economically diverse population. With a median household income above the Los Angeles County average and a significant share of residents employed in white-collar industries, the city provides a stable, affluent renter base. Rental demand remains robust, driven by professionals in media, tech, and creative fields, as well as students from nearby institutions.

At the county level, Los Angeles remains one of the most economically vibrant metropolitan areas in the U.S., with a population exceeding 10 million and a diverse array of industries driving growth. West Hollywood stands out as both a lifestyle destination and a core employment hub, offering investors a unique combination of long-term stability and rental upside.

With its strong economic foundation, prime location, and enduring appeal to renters, West Hollywood is one of Los Angeles' most attractive multifamily investment submarkets. Properties like 1208 Poinsettia Drive benefit from the area's unmatched connectivity, high-quality housing stock, and strong tenant demand—making it a premier location for long-term investment and future appreciation.

## Market Key Points



### Premier West Hollywood Location

Situated in one of Los Angeles' most desirable rental submarkets, West Hollywood offers a unique blend of residential charm and urban vibrancy. A Walk Score of 92 classifies the area as a Walker's Paradise, with immediate access to dining, nightlife, and cultural landmarks.



### Affluent & Educated Renter Base

West Hollywood attracts a highly educated and economically diverse tenant pool, with median incomes above the LA County average. The area draws professionals across media, tech, and creative industries, driving consistent rental demand.



### Strong Regional Connectivity

The property is strategically located near key employment hubs including Downtown LA, Silicon Beach, and the San Fernando Valley, offering exceptional access to business and innovation. Proximity to the 10 and 405 freeways, Metro lines, and LAX ensures seamless commuter access across the region.



### Enduring Multifamily Demand Drivers

Limited housing supply, robust transit infrastructure, and a lifestyle-driven community continue to support long-term rental growth. Assets like 1208 Poinsettia Drive benefit from stable occupancy, strong fundamentals, and long-term appreciation potential.

## NEARBY HOTSPOTS



### Sunset Strip

This unforgettable stretch of Sunset Boulevard is the backbone of West Hollywood's nightlife, lined with iconic music venues, rooftop lounges, and trendy clubs. It delivers walkable access to entertainment, dining, and nightlife — just minutes from 1208 Poinsettia Dr.



### The Roxy Theatre

One of the Sunset Strip's most storied music venues, The Roxy has hosted countless iconic performances since the 1970s. For residents at 1208 Poinsettia Dr, it's minutes away — ideal for live-music fans seeking LA's legendary concert culture.

### Chateau Marmont

A legendary, castle-style hotel with deep ties to Hollywood's Golden Age — known for its old-Hollywood glamour and infamous guest history. Its proximity adds cultural prestige and lifestyle appeal to the neighborhood, reinforcing West Hollywood's upscale character.



### Whisky a Go Go

This historic nightclub helped shape L.A.'s rock scene — once a launching pad for many famous artists and still a major nightlife draw. Living nearby gives residents direct access to a cultural landmark and nightlife destination.



## NEARBY HOTSPOTS



### Melrose Trading Post

Held every Sunday at Fairfax High School, this open-air market features vintage fashion, art, antiques, and local crafts. It's a beloved neighborhood event that blends community charm with eclectic shopping just minutes from 1208 Poinsettia Drive.



### The Comedy Store

A legendary stand-up venue on Sunset Boulevard, The Comedy Store regularly features top comedians and rising stars. It's a premier nightlife destination just blocks from the property, drawing audiences from across L.A.

### LACMA (Los Angeles County Museum of Art)

Located just a short drive away, LACMA is the largest art museum in the western U.S., featuring world-class exhibits spanning history and culture. It's a cultural anchor that adds depth and prestige to the surrounding neighborhood experience.



### E.P. & L.P. Rooftop Bar

One of WeHo's cooler rooftop bars, offering skyline views, cocktails, and a sophisticated vibe — perfect for an evening out nearby. Great for residents seeking trendy nightlife without traveling far.



## NEARBY HOTSPOTS



### Rainbow Bar and Grill

A rock-era bar & restaurant on Sunset Boulevard that's been part of LA nightlife since the 1970s, known for its classic vibe and regular live entertainment. It's a staple of Sunset Strip culture — an easy walk or short ride from Poinsettia Drive.

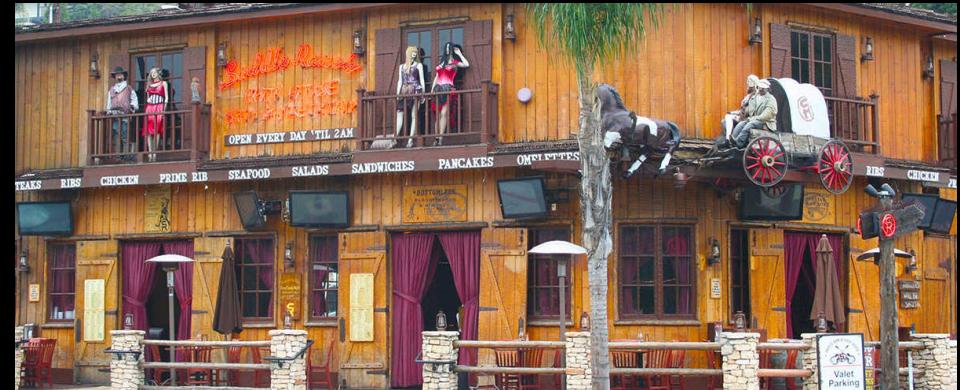


### Pacific Design Center

A major design landmark with showrooms, art galleries, and architectural flair — serving as a cultural and commercial anchor in West Hollywood's Design District. It adds upscale lifestyle and creative-industry energy to the neighborhood.

### Saddle Ranch Chop House

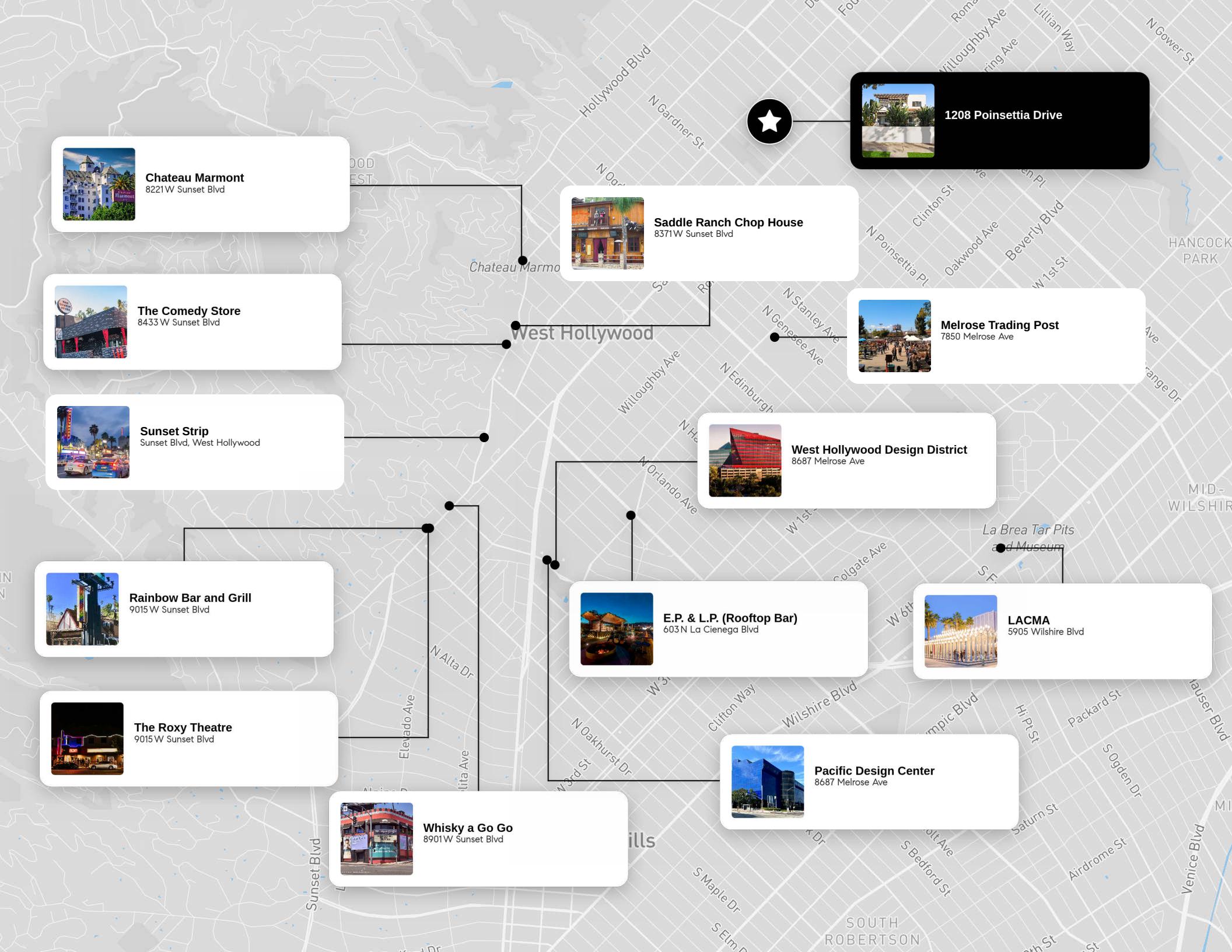
A Western-themed restaurant and bar on the Strip, famous for its mechanical bull and rowdy, fun atmosphere — ideal for casual nights out. Its lively energy attracts locals and tourists alike, adding to the area's nightlife draw.



### The West Hollywood Design District

This area around Melrose and Robertson blends high-end boutiques, art galleries, and trendy design stores, offering a stylish shopping and lifestyle experience. It adds fashion-forward, creative-scene appeal — attractive to renters valuing walkability and culture.







## NEARBY DEVELOPMENTS

### 7424 Santa Monica Boulevard

Situated at 7424 Santa Monica Boulevard, the upcoming project features a modern five-story structure housing 40 residential units, ranging from studios to three-bedroom apartments. Additionally, it offers 2,000 square feet of retail space on the ground floor. A subterranean garage will provide parking for 47 vehicles upon the project's completion.



### 8497 Sunset

"The Now," a project located at 8497 W. Sunset Boulevard and designed by Mithun, is set to replace a former 31-unit apartment building with a three-story structure, offering around 29,000 square feet of commercial space. Significantly, it will also include a vast four-story, 54,000-square-foot subterranean parking garage beneath, providing parking for 138 vehicles, making the underground facility notably larger than the above-ground occupiable space.



### 7617 Santa Monica Boulevard

The Charlie, a new multifamily residential complex from LaTerra Development, Situated at 7617 Santa Monica Boulevard, the development will comprise a four-story structure with 71 studio to two-bedroom apartments, alongside approximately 8,700 square feet of commercial space on the ground floor. Additionally, it will include a semi-subterranean garage designed to accommodate 177 vehicles.

## NEARBY DEVELOPMENTS

### 8325 Santa Monica Blvd

Perkins & Will's Los Angeles studio has won the competition to design West Hollywood's new 99-seat playhouse, set to take over the current location of the Coast Playhouse at 8325 Santa Monica Boulevard, the firm revealed. The proposed two-story, 5,000-square-foot facility will house a performance venue and rehearsal space. Further enhancing the area, the design includes a new pocket park and spaces for outdoor performances, transforming an existing parking lot to the east of the building into a vibrant part of the streetscape.



### 637-641 N La Peer Drive

Replacing a collection of smaller structures adjacent to the La Peer Hotel, the ongoing project will unveil a four-story building spanning just over 57,000 square feet, which is approximately 10,000 square feet more than its original 2019 approval, according to Wehoville. The design, presented to the West Hollywood Planning Commission in 2019, incorporates a design showroom on the upper floors, coupled with restaurant space and outdoor dining areas at street level and on the rooftop. OfficeUntitled is credited with the entitlement design of the building, notable for its glass facade and intricate detailing.

### 8240 Sunset Boulevard

The Harper, a forthcoming hotel and housing complex on the Sunset Strip, is being developed by A.J. Khair. This project, announced last year, is poised to transform a corner lot at 8240 Sunset Boulevard by replacing two small office buildings and a parking lot with a new structure. This structure will house a 167-room hotel and 45 apartments. The hotel segment will boast 3,121 square feet of lobby space, meeting rooms, service areas, a rooftop pool deck, a cafe, a courtyard, and shared lounge and garden areas with the residential section. Commercial spaces will span nearly 7,000 square feet across street level and the eighth floor, complemented by outdoor dining options. AXIS/GFA serves as the executive architect for the project.



**1208**  
Poinsettia Drive

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Hollywood Bowl

Runyon Canyon Park



**8240 Sunset Boulevard**



**8497 Sunset Boulevard**



**8325 Santa Monica Boulevard**



**637-641 N La Peer Drive**



**7617 Santa Monica Boulevard**



**1208 Poinsettia Drive, West Hollywood, CA**



**7424 Santa Monica Boulevard**

Clinton St  
N Alte Vista Blvd  
N M Ave  
N McCadden Ave  
N Citrus Ave  
N Detroit St  
Lexington Ave  
N Stanley Ave  
Selma Ave  
N Ogden St  
Romaine St  
Willoughby Ave  
N King St  
Clinton St  
Edinburgh Ave  
N Kilkea Dr  
N Alfred St  
N Harper Ave  
Clinton St  
Beverly Blvd  
FAIRFAX DISTRICT  
Hercules Dr  
Pace Italian Food  
Runyon Canyon Park  
TRUE NORTH  
COMPASS  
COMMERCIAL  
Hollywood Bowl

## MAJOR EMPLOYERS



West Hollywood benefits from a robust employment landscape anchored by major institutions across entertainment, healthcare, and higher education. Nearby employers such as **The Walt Disney Studios**, **Universal Studios**, **Live Nation**, **Cedars-Sinai Medical Center**, **UCLA**, and **USC** support a stable, high-income renter base. These sectors provide recession-resilient jobs and attract professionals seeking proximity to work and lifestyle amenities. This economic diversity, combined with excellent regional connectivity, underpins sustained housing demand and long-term stability in multifamily investment.

Major Employers	Industry
University of California, Los Angeles (UCLA)	Education, Healthcare
University of Southern California (USC)	Education, Healthcare
The Walt Disney Company	Entertainment
Live Nation Entertainment	Entertainment
Cedars-Sinai Medical Center	Healthcare
Warner Bros. Entertainment	Entertainment
Universal Studios Hollywood	Entertainment, Theme Park
Sony Pictures Entertainment	Entertainment





1208 Poinsettia Drive  
West Hollywood, CA

## FINANCIALS

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# INVESTMENT SUMMARY

## Building Data

# of Units	2
Year Built	1924
No. of Buildings	1
Building Size (SF)	3,042
Lot Size	5,858
APN	5531-006-014
Parking	On-Site
Zoning	WDR1B*

Income Summary	In-Place	Market
Rental Income	\$118,800	\$134,934
Less: Vacancy	\$0	(\$4,048)
<b>Total Rental Income</b>	<b>\$118,800</b>	<b>\$130,886</b>
<b>Effective Gross Income</b>	<b>\$118,800</b>	<b>\$130,886</b>
Less: Expenses	\$36,840	\$36,840
<b>Net Operating Income</b>	<b>\$81,960</b>	<b>\$94,046</b>

## Financial Indicators

Price	\$2,100,000
In-Place CAP	3.90%
Market CAP	4.48%
In-Place GRM	17.68
Market GRM	15.56
Price/SF	\$690
Price/Unit	\$1,050,000

## Expense Summary

	In-Place	Market
Administrative	\$250	\$250
Repairs & Maintenance	\$2,400	\$2,400
Turnover	\$1,000	\$1,000
Utilities	\$3,800	\$3,800
Contract Services	\$1,900	\$1,900
Taxes	\$24,990	\$24,990
Insurance	\$2,500	\$2,500
<b>Total Expenses</b>	<b>\$36,840</b>	<b>\$36,840</b>

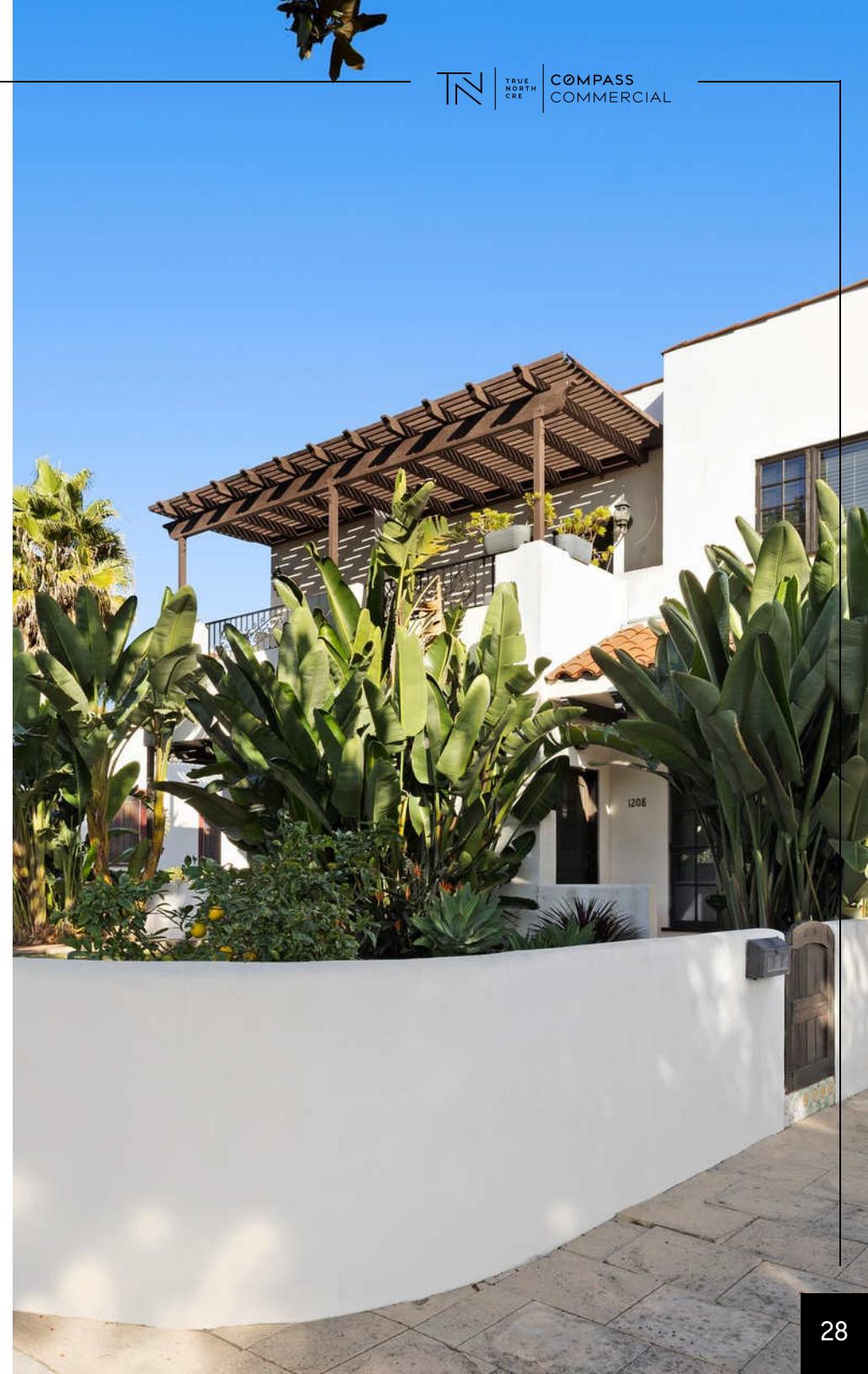
# RENT ROLL

## RENT ROLL

Unit	Type	Rent	Market Rent	Move-In Date
1208	3+3	\$5,740	\$6,395	12/01/2022
1210	2+2	\$4,160	\$4,850	6/25/2023
<b>Monthly Income:</b>		<b>\$9,900</b>	<b>\$11,245</b>	
<b>Annual Income:</b>		<b>\$118,800</b>	<b>\$134,934</b>	

## SUMMARY

Unit Type	# of Units	In-Place	Market
		Avg Rent	Avg Rent
2+2	1	\$4,160	\$4,850
3+3	1	\$5,740	\$6,395
<b>Total/Average</b>	<b>2</b>	<b>\$9,900</b>	<b>\$11,245</b>



# OPERATING STATEMENT

No. Units	Unit Type	In-Place Avg Rent	In-Place Total	Market Avg Rent	Market Total
1	2+2	\$4,160	\$4,160	\$4,850	\$4,850
1	3+3	\$5,740	\$5,740	\$6,395	\$6,395
<b>Total</b>	<b>2</b>		<b>\$9,900</b>		<b>\$11,245</b>
<b>Monthly Scheduled Gross Income</b>			<b>\$9,900</b>		<b>\$11,245</b>
<b>Annualized Income</b>		<b>In-Place</b>		<b>Market</b>	
Gross Rent		\$118,800		\$134,934	
Vacancy 0.0%		\$0	3.0%	(\$4,048)	
<b>Total Rental Revenue</b>		<b>\$118,800</b>		<b>\$130,886</b>	
Other:		0		0	
Laundry:		\$0		\$0	
<b>Effective Gross Income</b>		<b>\$118,800</b>		<b>\$130,886</b>	
<b>Annualized Expenses</b>		<b>/Unit</b>		<b>/Unit</b>	
Administrative		\$250	\$125	\$250	\$125
Repairs & Maintenance		\$2,400	\$1,200	\$2,400	\$1,200
Turnover		\$1,000	\$500	\$1,000	\$500
Utilities		\$3,800	\$1,900	\$3,800	\$1,900
Contract Services		\$1,900	\$950	\$1,900	\$950
Taxes		\$24,990	\$12,495	\$24,990	\$12,495
Insurance		\$2,500	\$1,250	\$2,500	\$1,250
<b>Total Expenses</b>		<b>\$36,840</b>	<b>\$18,420</b>	<b>\$36,840</b>	<b>\$18,420</b>
<b>Net Operating Income</b>		<b>\$81,960</b>		<b>\$94,046</b>	
<b>Cap Rate</b>		<b>3.90%</b>		<b>4.48%</b>	
<i>Expenses/SF</i>		\$12.11		\$12.11	
<i>Expense Ratio (% of EGI)</i>		31.0%		28.1%	

**\$2,100,000**  
LIST PRICE

**3.90%**  
IN-PLACE CAP

**4.48%**  
MARKET CAP

**17.68**  
IN-PLACE GRM

**15.56**  
MARKET GRM

**\$690**  
PRICE/SF

**\$1,050,000**  
PRICE/UNIT



1208 Poinsettia Drive  
West Hollywood, CA

## SALES COMPARABLES

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## SALES COMPARABLES



1208 Poinsettia Drive

Yr Built	<b>1924</b>
Sold	<b>-</b>
Sale Price	<b>\$2,100,000</b>
\$ PSF	<b>\$690</b>
\$ Per Unit	<b>\$1,050,000</b>
Bldg. SF	<b>3,042</b>
Avg. Unit SF	<b>1,521</b>
Total Units	<b>2</b>



7024 De Longpre Avenue

Yr Built	<b>1924</b>
Sold	<b>Sep-2025</b>
Sale Price	<b>\$1,460,000</b>
\$ PSF	<b>\$800</b>
\$ Per Unit	<b>\$730,000</b>
Bldg. SF	<b>1,824</b>
Avg. Unit SF	<b>912</b>
Total Units	<b>2</b>



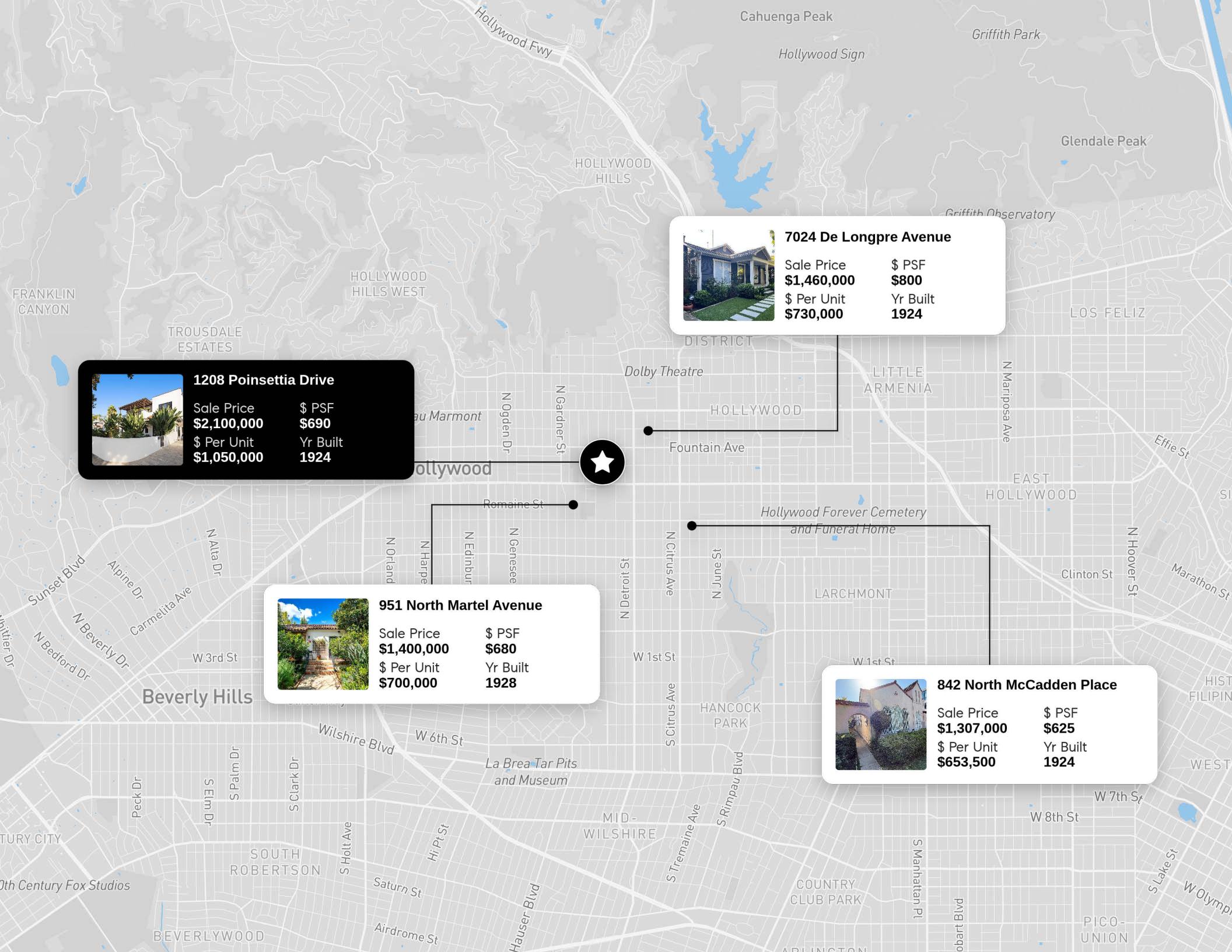
842 North McCadden Place

Yr Built	<b>1924</b>
Sold	<b>Sep-2025</b>
Sale Price	<b>\$1,307,000</b>
\$ PSF	<b>\$625</b>
\$ Per Unit	<b>\$653,500</b>
Bldg. SF	<b>2,091</b>
Avg. Unit SF	<b>1,046</b>
Total Units	<b>2</b>



951 North Martel Avenue

Yr Built	<b>1928</b>
Sold	<b>Jan-2025</b>
Sale Price	<b>\$1,400,000</b>
\$ PSF	<b>\$680</b>
\$ Per Unit	<b>\$700,000</b>
Bldg. SF	<b>2,058</b>
Avg. Unit SF	<b>1,029</b>
Total Units	<b>2</b>



## SALES COMPARABLES SUMMARY

Comp #	Property Address	Yr Built	Sold	Sale Price	Cap Rate	GRM	\$ PSF	\$ Per Unit	Bldg. SF	Avg. Unit SF	Total Units
1	7024 De Longpre Ave	1924	Sep-2025	\$1,460,000	-	-	\$800	\$730,000	1,824	912	2
2	842 N McCadden Pl	1924	Sep-2025	\$1,307,000	-	-	\$625	\$653,500	2,091	1,046	2
3	951 N Martel Ave	1928	Jan-2025	\$1,400,000	-	23.00	\$680	\$700,000	2,058	1,029	2
<b>Total/Average</b>				<b>\$4,167,000</b>	-	<b>23.00</b>	<b>\$698</b>	<b>\$694,500</b>	<b>5,973</b>	<b>996</b>	<b>6</b>
<b>1208 Poinsettia Dr</b>		<b>1924</b>	-	<b>\$2,100,000</b>	<b>3.90%</b>	<b>17.68</b>	<b>\$690</b>	<b>\$1,050,000</b>	<b>3,042</b>	<b>1,521</b>	<b>2</b>





1208 Poinsettia Drive  
West Hollywood, CA

## RENT COMPARABLES

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## RENT COMPARABLES



1142 North Poinsettia Pl.



6933 Santa Monica Blvd.



846 North Alta Vista Blvd.



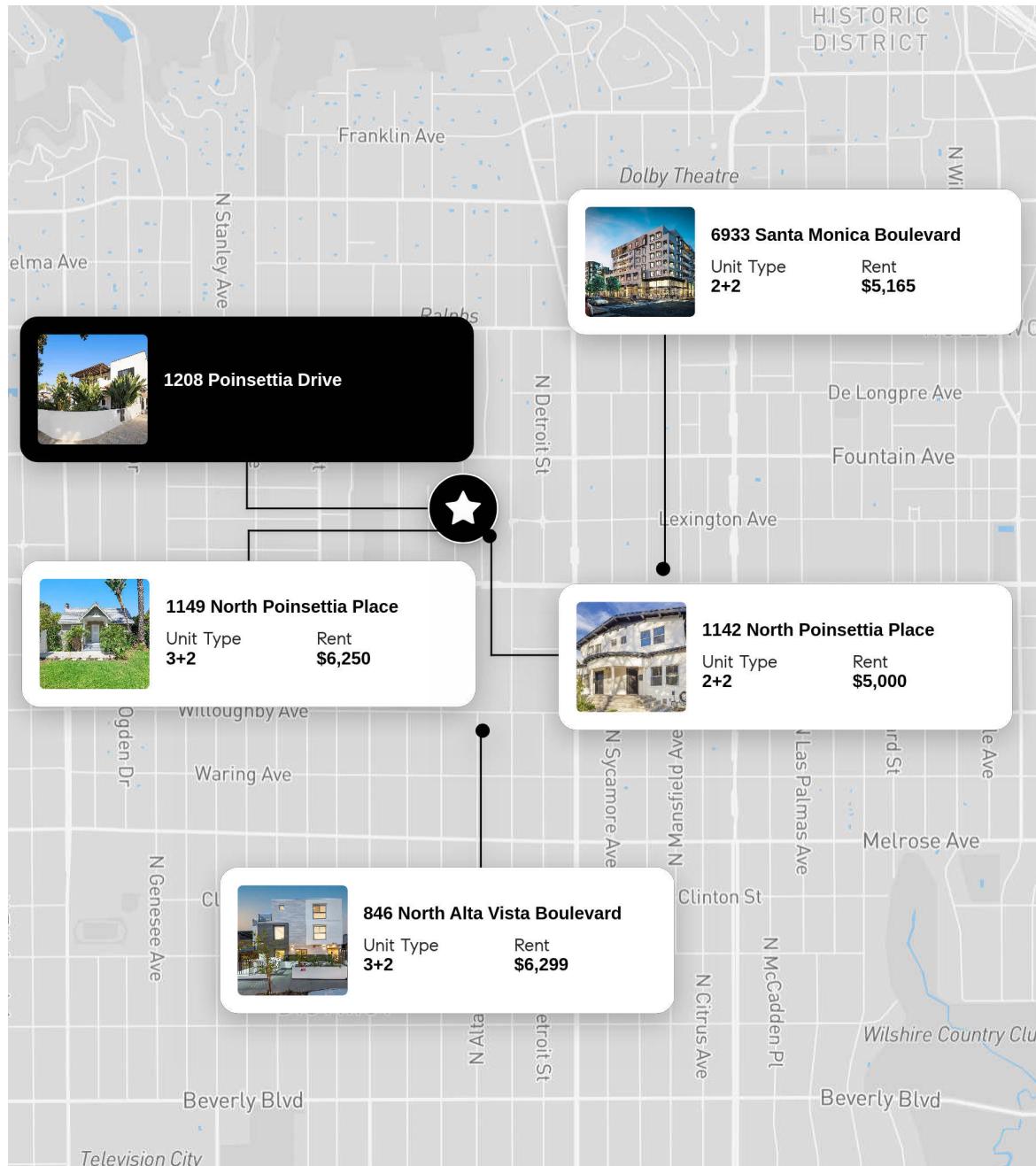
1149 North Poinsettia Pl.

Unit Type	<b>2+2</b>
Rent	<b>\$5,000</b>

Unit Type	<b>2+2</b>
Rent	<b>\$5,165</b>

Unit Type	<b>3+2</b>
Rent	<b>\$6,299</b>

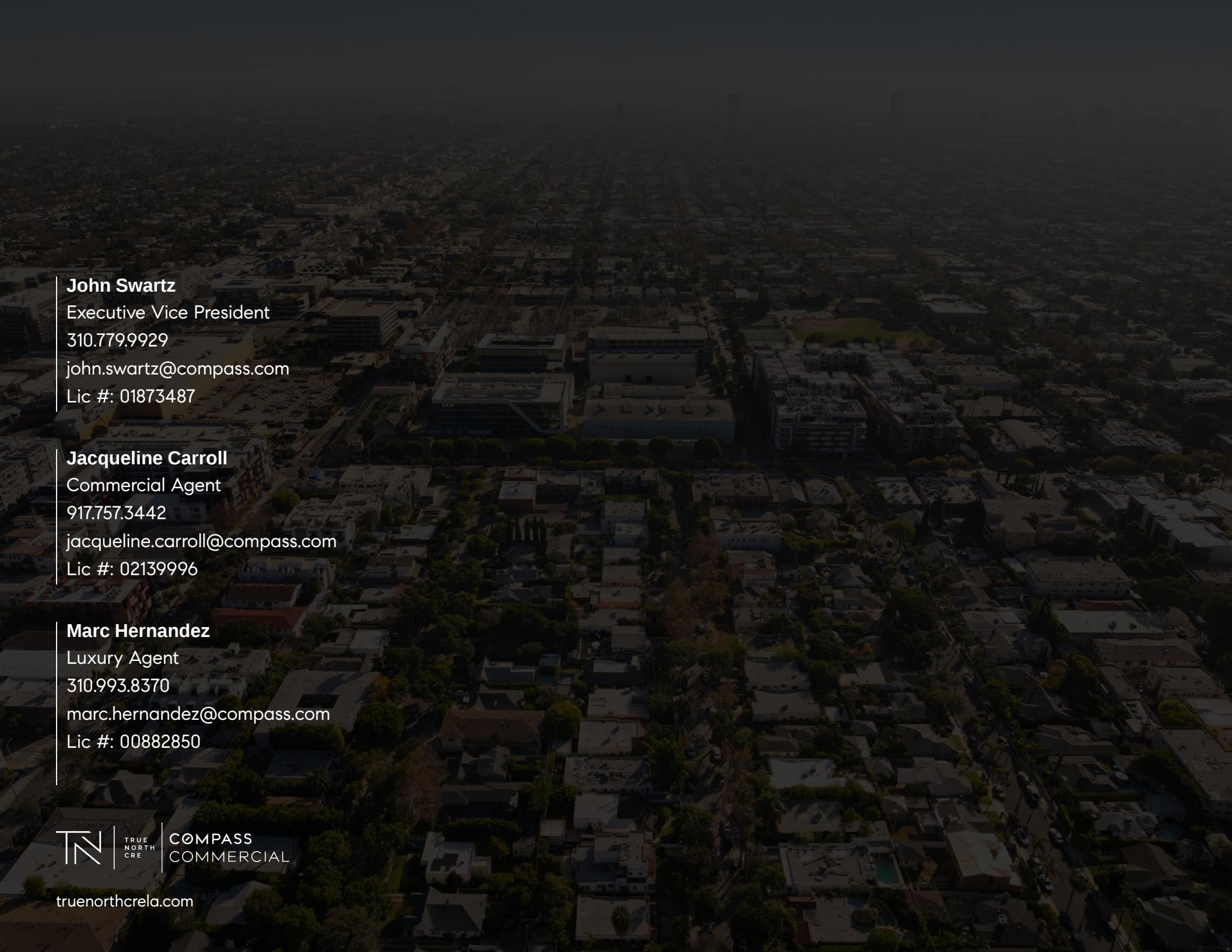
Unit Type	<b>3+2</b>
Rent	<b>\$6,250</b>



## RENT COMPARABLES SUMMARY

Comp #	Address	Unit Type	Rent
1	1142 N Poinsettia Pl	2+2	\$5,000
2	6933 Santa Monica Blvd	2+2	\$5,165
3	846 N Alta Vista Blvd	3+2	\$6,299
4	1149 N Poinsettia Pl	3+2	\$6,250

Unit Type	# of Units	Avg Rent	Subject
2+2	2	\$5,083	\$4,850
3+2	2	\$6,275	\$6,275
3+3	0	\$0	\$6,395

The background of the entire page is a high-angle aerial photograph of a dense urban area. The foreground shows a mix of residential houses and larger commercial buildings, including a prominent modern office complex with a glass facade. The city extends into the distance under a clear sky.

### **John Swartz**

Executive Vice President

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### **Marc Hernandez**

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Lic #: 00882850